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## What is claimed is:

1. An apparatus for severing a web, comprising:

a rotating transfer roll, the rotating transfer roll being configured to carry a web on its exterior surface; and

a severing means, the severing means being configured to engage and separate the web into an upstream portion and a downstream portion.

- 2. The apparatus of claim 1 in which the severing means comprises an air knife.
- 3. The apparatus of claim 1 in which the severing means comprises a water knife.
- 4. The apparatus of claim 1 in which the severing means comprises an interference device.
- 5. The apparatus of claim 1 in which the severing means comprises a severing roll.
  - 6. The apparatus of claim 1 additionally comprising:
- a servo motor to direct the movement of the severing means in separating the web.
- 7. The apparatus of claim 1 in which the transfer roll is configured to employ a suction force, thereby adhering the web to its exterior surface.

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- 8. The apparatus of claim 7 in which a transfer pad is employed to apply the suction force to the web.
  - 9. An apparatus for severing a web, comprising:

a rotating transfer roll, the rotating transfer roll being configured to carry a web on its exterior surface, the rotating transfer roll having on its exterior surface a transfer pad, the transfer pad being adapted for applying a releasable suction force to releasably adhere the web to the transfer roll; and

a severing device, the severing device being configured to separate the web into portions.

10. The apparatus of claim 9 additionally comprising:

a channel upon the exterior surface of the rotating transfer roll, the channel being configured to receive at least one component of the severing device in separating the web.

- 11. The apparatus of claim 9 in which the severing device is adapted to sever the web at a pre-existing perforation.
  - 12. The apparatus of claim 9 additionally comprising:

a servo motor configured to control movement of the severing device.

13. The apparatus of claim 9 in which the transfer pad is positioned along the width of the transfer roll to engage the web in its cross direction.

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14. An apparatus for separating a web, comprising:

a rotating transfer roll, the rotating transfer roll being configured to carry a web on its exterior surface, the rotating transfer roll having on its exterior surface a transfer pad, the transfer pad being adapted for applying a suction force to releasably adhere the web to the transfer roll; and

a severing roll, the severing roll being configured to separate the web into portions.

- 15. A method of separating a web, the method comprising:
- (a) providing a web,
- (b) rotating a transfer roll,
- (c) adhering the web to the surface of the transfer roll using a suction force,
- (d) providing a severing device, the severing device being selected from the group of devices comprising: air knife, water knife, interference device, and severing roll, and
  - (e) separating the web.
- 16. The method of claim 15 further wherein step (e) additionally comprises:

engaging the transfer roll with at least one component of the severing device in separating the web.

- 17. The method of claim 15 further comprising the step of:
- (f) releasing the web.
- 18. The method of claim 17 wherein the releasing step (f) is accomplished by removing the suction force from the web.
  - 19. The method of claim 17 further comprising the step of:
  - (g) winding the web into a roll.
- 20. The method of claim 15 in which the severing device is a water knife.
- 21. The method of claim 15 in which the severing device is an air knife.
- 22. The method of claim 15 in which the severing device is an interference device.